

**Project Budget  
2008/2009  
Coop Project; Meetings and Conventions Advertising with Travel Montana**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Project Management	\$340	+	\$0	=	\$340.00
Creative Services	\$850	+	\$0	=	\$850
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,190		0.00		1,190.00
MARKETING/ADVERTISING:					
Media Placement	\$2,310	+	\$0	=	\$2,310
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,310		\$0		\$2,310
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL					\$0
REGION/CVB					
PROJECT TOTAL		\$3,500			



CLIENT: TRAVEL MONTANA  
DATE: JUNE 13, 2008  
CAMPAIGN: FY09 MEETINGS & CONVENTIONS ONLINE CO-OP PLAN  
JOB #: TMMC-080002  
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Travel Montana Meetings & Conventions has researched potential online advertising opportunities with a new strategy in mind that will increase awareness of Montana among meeting and convention planners in the Seattle, Spokane, and Minneapolis/St. Paul markets. These markets were chosen because of the added exposure this campaign will receive by capitalizing on the awareness created by Travel Montana's Consumer efforts from previous years. The offers are listed below from the least expensive CPM to the most expensive CPM.<sup>1</sup>

Deadlines for all advertising opportunities listed below are as follows:

Space Reservations: July 11, 2008  
Materials Due: July 25, 2008

Please contact Jaclyn Butcher at Mercury to reserve space (406-586-2280 or [jaclyn.butcher@mercuryads.com](mailto:jaclyn.butcher@mercuryads.com)). Specifications will be provided to each region/CVB/hotelier once the space has been reserved. Materials should be sent to Mercury.

#### Co-op Options:

- + Twin Cities Business Banner Rotation
- + Association News direct email to qualified subscribers
- + Corporate Meetings & Incentives Banner Rotation
- + Northwest Meetings & Events Banner Rotation

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<sup>1</sup> CPM – *Cost per mille* – Cost per 1,000 viewers of the ad

### ***Twin Cities Business Magazine***

*Twin Cities Business Magazine* is a monthly publication with a circulation of 32,966 and is distributed throughout Minnesota. This magazine features profiles on area business and business people, reporting on trends that affect local business, and insight and strategies for business owners. Tcbmag.com closely parallels the print version, with sections that highlight People & Companies, Industries & Trends and Ideas & Opinions. The State would purchase the top leaderboard rotation for the months of August, March and June to coincide with Travel Montana's recommendation for the print advertising opportunities.

Travel Montana will purchase a leaderboard banner rotation that will serve up approximately 30,000 total impressions at a cost of \$1,512.00 for the months of August, March and June. The 30,000 impressions would then be divided among the State and any interested partners in increments of 7,500.

#### **Advertising Cost:**

\$378.00 for 7,500 impressions served up on a rotation basis for months of August 2008, March 2009 and June 2009.

CPM (\$50.40)

### ***Association News Direct Email***

*Association News* is a national publication with a circulation of 40,000 and an online database of 42,000 to which monthly newsletters are sent. In addition to the newsletter, opt-in subscribers can be sent emails from *Association News* on behalf of advertisers. The State has purchased a direct email to approximately 4,000 opt-in subscribers in the West for the past two years in this format. This email performed very well for the State, so to keep this relationship going with the *Association News* online subscribers, we will send the email again in March 2009.

The State will purchase a direct email to 4,000 qualified subscribers will cost the state \$1,142.40. The State's message will anchor the page with a header and the section below would be divided into three available spaces for advertorial messages or special offers. To view an example of last year's direct email that Travel Montana purchased along with 3 co-op partners, please contact Jaclyn Butcher at 406-586-2280 or [jaclyn.butcher@mercuryads.com](mailto:jaclyn.butcher@mercuryads.com).

Each participating partner will receive space for a thumbnail photo, a headline, body copy of up to 30 words and a trackable link to their website.

**Advertising Cost:**

\$285.63 for 4,000 impressions of slide and copy with link  
CPM (\$71.40)

***Corporate Meetings & Incentives***

The [meetingsmagazines.com](http://meetingsmagazines.com) is the online home for all *MeetingsNet* publications including *Corporate Meetings & Incentive Travel*. The site receives 14,628 unique visitors per month and offers meeting solutions for meeting professionals looking for information and suppliers online. The State would purchase the top leaderboard rotation for the months of November 2008 and March 2009 to coincide with Travel Montana's print co-op options in this publication.

Travel Montana will purchase a two-month leaderboard banner rotation that will serve up approximately 48,000 impressions over the months of November and March at a cost of \$5,160.96. Participating partners may purchase impressions in increments of 12,000 that will be served up over the two month time frame.

**Advertising Cost:**

\$1,290.24 for 12,000 impressions served up on a rotational basis for months of November 2008 and March 2009.

CPM (\$107.52)

***Northwest Meetings & Events***

Nwmeetings.com is the corresponding website to the print publication, *Northwest Meetings + Events*. This is a quarterly publication distributed to 17,000 meeting planners, professionals, relevant conferences and events, and members of a variety of meeting and travel associations. The audience of this publication is small to mid-level meeting planners in the Pacific Northwest region (including Washington, Oregon, Idaho, Alaska, and British Columbia). The State would purchase the top leaderboard rotation for the 4<sup>th</sup> quarter of 2008 and the 1<sup>st</sup> quarter of 2009 to coincide with Mercury's recommendation for the Winter and Spring full page print advertising opportunities.

The State will purchase a banner rotation that will serve up approximately 20,000 impressions for the Fall (Nov-Jan) 2008 and Winter (Feb-Apr) 2009 for \$2,240.00. These impressions will be divided among the State and any participating partners in increments of 5,000 impressions.

**Advertising Cost:**

\$560.00 for 5,000 impressions served up on a rotational basis for months of November 2008 – April 2009.

CPM (\$112.00)